



GAVIN NEWSOM
LIEUTENANT GOVERNOR

December 11, 2012

Mark Yudof
President, University of California
Office of the President
University of California
1111 Franklin Street, 12th Floor
Oakland, CA 94607

Dear President Yudof,

The overwhelmingly negative response to the recent change to the University of California logo demands immediate attention. In the materials posted on the University of California, Office of the President website about the recent rebranding effort speaks about improving communications and better connecting to the University of California audience.

Clearly the new logo for the University, even in its limited use, has backfired. I suspect that, had the team leading this project reached out in the spirit of communication and audience building this unfortunate gaffe could have been avoided.

I applaud the attempts to "relaunch(ed) the online home for the University of California Office of the President with a new design, improved search, consistent navigation and a clearer picture of how the Office of the President is organized." However, it appears the new logo fails to respect the history and the prestige of University of California. In only a few days, almost 50,000 students, alumni and Californians across the state believe so strongly that the logo fails to represent the institution they are so proud of, they have signed a petition calling for its removal.

It bears noting that tuition at the University of California has more than doubled in recent years, access is being limited and students are incurring more debt than any other time in history. Perhaps now is the time to return to the use of the old logo and allow the University community a cooling off period to concentrate on the long-term health of the University.

Instead of being creative with the University of California logo, we should be searching for creative solutions for funding the University of California.

Respectfully,

A handwritten signature in black ink, appearing to read "Gavin Newsom", written over a horizontal line.

GAVIN NEWSOM
Lieutenant Governor